

Program Data Sheet

Name of Program: New Years Bash at the Bowl		
Date: Dec. 31, 2006	Day of Week: Saturday	Time: 8pm – 2 am
Location: Bowling Center	Information Phone #: 2939	Price: \$100 per Lane
Program Coordinators: Peter Discenza		
Phone #: 2939	Fax #: 3327	e-mail Address: Bowling@monroe.army.mil
Purpose of the Program: To cash in on past program successes and implement a High Quality New Years Party that will generate profit and demonstrate the bowling centers ability to execute a High Class Event, resulting in higher attendance at future events.		

Actions:		
	This years Party was the largest the Bowling Center has had. Advertisement for the Party began on November 22 and all 12 Lanes were booked by December 1 st . This years program was \$40.00 per lane increase over previous years, we used that fee increase to provide additional food and decorations to make this a 1 st rate party.	
Results:		
	Very High Customer satisfaction indicated by our upcoming St. Patricks Day Party selling out in only 5 days and already having 4 lanes booked for the Pig Roast that will be in June. (33% booked 6 Months in advance)	
Elements to Change:		
	Slight Fee increase, possibly provide “kids area” in the pro shop, Move Bar out from behind Snack Bar to provide proper room.	
Elements to Add:		
	.Possibly work with Lodging to provide a bundled package for patrons to stay on post, This will decrease the chances of alcohol related issues.	

After Action Report

Financial Analysis		
Sales:	2281.50	Almost \$1200 profit in a 6 hour day.
COGS:	600.00	
Other Revenues:		
Labor:	250.00	
Other Expenses:	250.00	
NIBD:	1181.50	

Program Analysis	
Attendance:	Approximately 85

Elements to Change:	
Elements to Eliminate:	
Elements to Add:	
Other Comments: A very successful program that will show benefits in the long term as well	